Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-17.   (Cancelled)

18.   (Currently Amended) A system for ~~enabling~~ anonymous communication between a user and an application, via interaction of a sensing device with coded data identifying the application printed on an interactive surface to generate interaction data, the sensing device being assigned with a unique identity which is associated with an identity of the user, the interaction data including data on the application and sensing device ~~identity~~identities, the system including a computer system configured and programmed to:

receive the interaction data generated by the sensing device via said interaction with the printed interactive surface;

identify ~~a first telecommunication address of~~ the ~~user using~~ application and the sensing device from the identity data included in the received interaction data;

~~associate a temporary telecommunication address with the first telecommunication address~~translate the identified application and sensing device identities into an alias identity;

send the ~~temporary telecommunication address~~alias identity and interaction data to ~~an~~the identified application;

receive information from the identified application, the information being addressed to said ~~temporary telecommunication address~~alias identity; and

forward the information from the application to the ~~first telecommunication address~~user via the alias identity.

19.   (Cancelled)

20.   (Currently Amended) The system of claim 18, wherein the interaction data includes a digital signature of the user and the step of identifying ~~the first telecommunication address~~ includes identifying the ~~first telecommunication address recorded for a registered~~ user identified by the digital signature.

21.   (Currently Amended) The system of claim 18, wherein the computer system includes a first server, and the step of associating is performed at the first server which performs said translation.

22.   (Original) The system of claim 21, wherein the first server is a registration server.

23.   (Currently Amended) The system of claim 21, wherein the step of sending the temporary telecommunication address is performed by the first server performs said sending.

24-31. (Cancelled)

32.   (Original) The system of claim 18, wherein at least some of the coded data includes an identifier.

33.   (Original) The system of claim 32, wherein the identifier is a unique product item identifier.

34.   (Original) The system of claim 33, wherein the unique product item identifier is an electronic product code.

35.   (Cancelled)

36.   (Cancelled)